

During the Medieval period, the early morning crow of a black rooster...



So what's
the story
behind the
Rooster on
the back of
your Chianti
Classico
wine label?

Chianti Classico ROOSTER

from Florence and a white rooster from Siena signaled the start of the journey of two knights who set out to determine land ownership of the Chianti region. Due to a sneaky attempt by the Florentines to coax the black rooster to crow earlier than dawn, the knight from Florence got a major head start, allowing Florence to claim nearly all of the Chianti region. For this reason, the Black Rooster became the official symbol of Chianti Classico.


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